

DELAWARE STATE UNIVERSITY

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To whom it may concern,

This memo is to inform you that Delaware State University in collaboration with Delaware Department of Transportation, Federal Highway Administration and other related agencies will be holding a series of workshops leading to a "Certificate in Transportation Management". They will begin in October and run to December 2006. As shown below there will be three components: Transportation Planning & Finance; Customer Relations in Transportation; and GIS and Spatial Analysis. Participants will receive a certificate equivalent to a 3 credit course at Delaware State University upon completion of all 3 segments. The certificates will be administered through the Delaware Center for Enterprise Development. Those participants who are only interested in one or two areas will get a certificate recognizing their completion only of the specific areas.

The objective is to provide employees with opportunities to enhance their knowledge of the areas described below; to provide them with hands on experiences; and to enable the interaction between faculty and professionals in the field. We are asking you to advertise this series of workshops to your staff and to encourage them to participate. The intent is to make the program as applicable as possible to the transportation job market in the State of Delaware. The faculty at Delaware State University is collaborating with John Eustis and Richard Rexrode, of Delaware Department of Transportation to make this program as relevant as possible to the current transportation environment. We are trying to encourage the most knowledgeable transportation professionals to facilitate the discussions and teach in the program. We anticipate active engagement with case studies as well as discussions of simulated work-related issues.

Each segment of the workshops would last two full days, 9.00am to 4.00 pm and would be held during the work week. We anticipate one workshop per month with at least twenty participants at each session. They would begin no later than **October 18th 2006** and end December 8th 2006. They would be held on the campus of Delaware State University or at the DelDOT site in Dover. The sessions will be held based on the schedules of interested participants.

Wednesday & Thursday, October 18th and 19th 2006

Wednesday & Thursday, November 15th and 16th 2006

Wednesday & Thursday, December 7th and 8th 2006

Please assist us in recruiting your staff members for this series of events. We are confident that they would lead to better cooperation between the agencies as well as to achieve the objectives of the workshops, that is, enhance the skills of the participants.

Please contact Chandra Aleong at aleong@desu.edu or 302-857-7690, John Eustis at John.Eustis@state.de.us or Richard Rexrode at Richard.Rexrode@state.de.us for more information about this program.

Transportation Management

Participants: Delaware State University in cooperation with Federal Highway Administration (FHWA), Delaware Department of Transportation (DelDOT), and other affiliated agencies.

Course length: 3 Two-day workshops or 40 Seat Hours

Start date: October 18th, 2006.

Accreditation: Equivalent to 3 credit hours

Course Description:

Segment 1

- **Geographic Information Systems (GIS)** introduces students, managers and professionals to the use and practice of spatial mapping of information. Transportation is intimately connected with geography and the management of transportation is substantially enhanced through the use of information systems that integrate geography. The course covers the design and functioning of geographic information systems (GIS), applications to business, the environment, and management of GIS. The class includes hands-on experience with GIS software.
- **Spatial Analysis** will cover issues related to location and routing. This course will integrate the use of GIS software in determining route planning for the movement of materials, and location planning for small and medium size businesses. An understanding of routing and location issues will help transportation professionals better serve the needs of business.

Segment 2

- **Customer Relationship Management (CRM)** focuses on customer analysis, communicating with customers, complaint handling, and the creation of an organizational culture that is beneficial to the building of an organization's image and the creation of a long term relationship with customers.
- **Supply chain management** is concerned with the movement of materials, information, and money. Beginning with transportation deregulation in the 1980's and the growth of the global economy and world trade since the 1990's the field of supply chain management has seen tremendous changes. With its emphasis on efficiency and productivity, supply chain management is a critical tool that can also serve as a competitive advantage in the global marketplace. This course will cover the essentials of sourcing, transportation, warehousing, inventory management, and outbound logistics as it applies to business.

- **Six-Sigma** is an introductory course designed to train professionals in methods of process analysis and improvement. Six-Sigma is an approach based on data that can be used to improve any process whether it be in manufacturing or service and can be applied to a wide variety of functional areas including manufacturing, project management, supply chain management, finance, marketing, and the management of human resources.
- **Contemporary Issues in Transportation Planning Practice** will be a critical exploration of the major contemporary issues facing practitioners in the US and other countries. Security, maintenance and operations, route planning related to transit operations, are among the topics that would make this module one that integrates all the key issues of the program.

Segment 3

- **Transportation Policy** examines the evolution of transportation in the State of Delaware. Emphasis will be placed on the impact on economic development, land use patterns, and asset management. The political and economic frameworks will be studied with the objective of finding new and interesting ideas to move people, goods and services given the rapid rate of growth in the State.
- **Transportation Planning Methods** emphasizes major aspects of transportation decision making such as Program Evaluation and Review Techniques (PERT), transportation data and information systems; analysis and evaluation of alternatives; forecasts of population and socioeconomic activity, small area land use allocation; real estate and legal issues, environmental and other factors that transportation planners use to make effective judgments and decisions.
- **Transportation Economics** includes discussion of topics such as the transportation trust fund; complexities of federal finances; valuation of costs, revenues and benefits; time value with reference to transportation and other related topics.

Critical Thinking; Concepts & Tools will be a common theme throughout all the sessions.

- The objective is to develop well cultivated critical thinkers who would raise vital questions, gather and assess relevant information, come to well reasoned conclusions, think openly about alternatives, and communicate effectively.